

# **Developing Your Business Edge To Become The Best YOU**



Katie Mehnert, CEO & Founder

# Y2K – THE END OF THE WORLD



@KATIEMEHNERT

@PINKPETRO



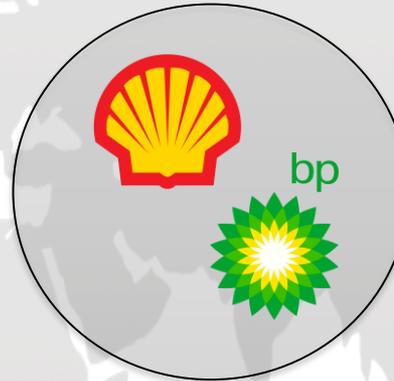
Hi, yall...



# MY EDGY PATH



THE BIG LEAP  
2014 +



THE BIG OIL DAYS  
2004-2014



THE FIO DAYS  
'Figure it Out'  
1997-2004



THE FUN DAYS  
1993-1997

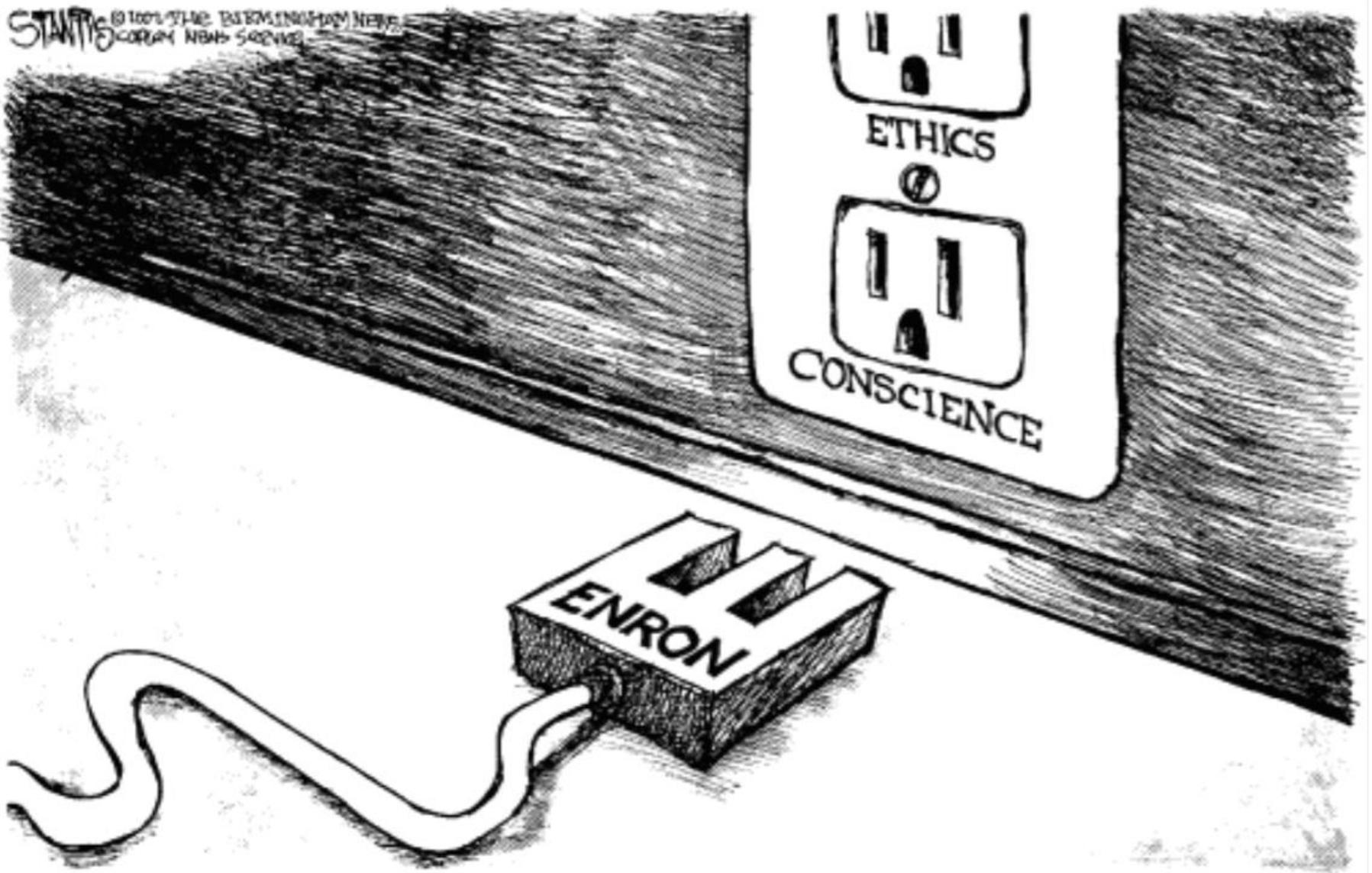
# Survive a Layoff

## DOWNTURN, OR FINANCIAL MELTDOWN

- 1. Don't Panic!
- 2. Negotiate a Severance Package
- 3. Create a Support Team
- 4. File for Unemployment Benefits
- 5. Review Finances
- 6. Update Your Resume
- 7. Assess Your Career
- 8. Chart Your Course
- 9. Network, Network
- 10. Start Your Search

One day I got a box...

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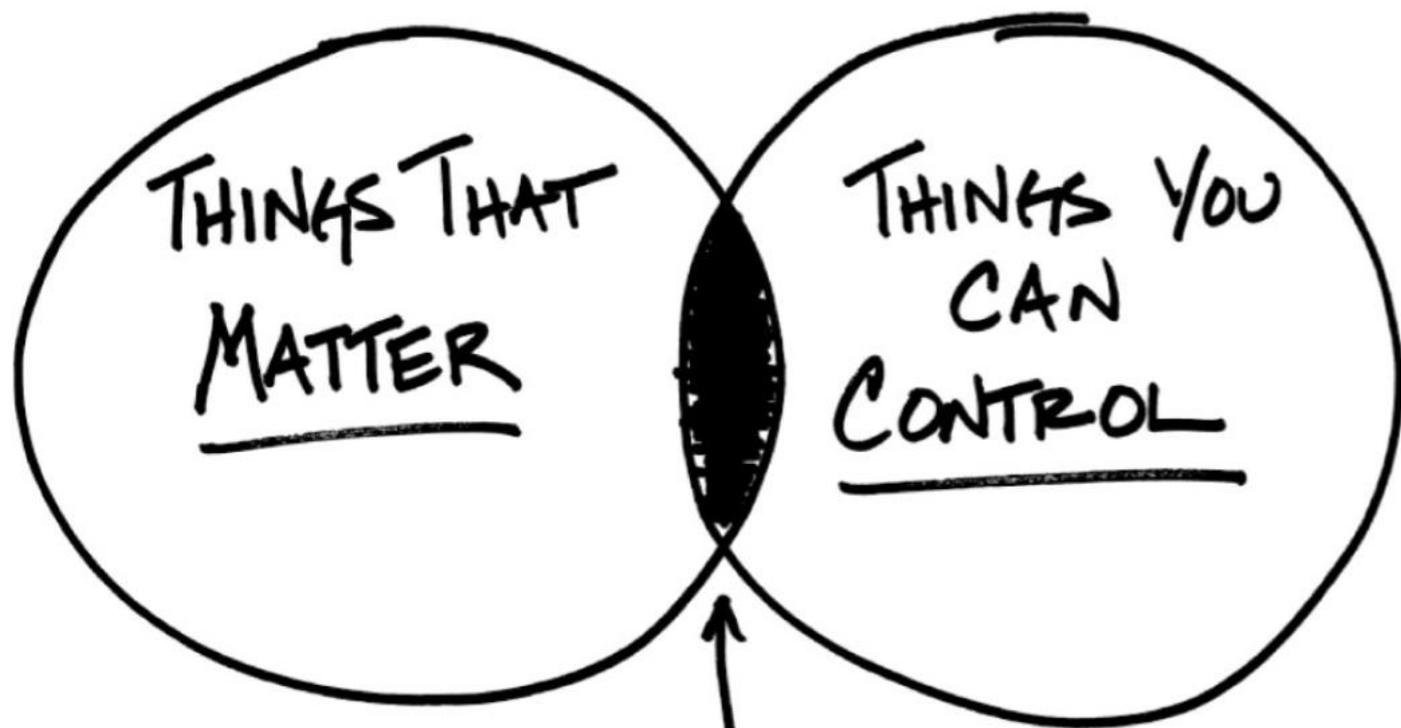
And in those early years I got a few ...



I even survived "my Donald moment"...

chaos is the new standard.



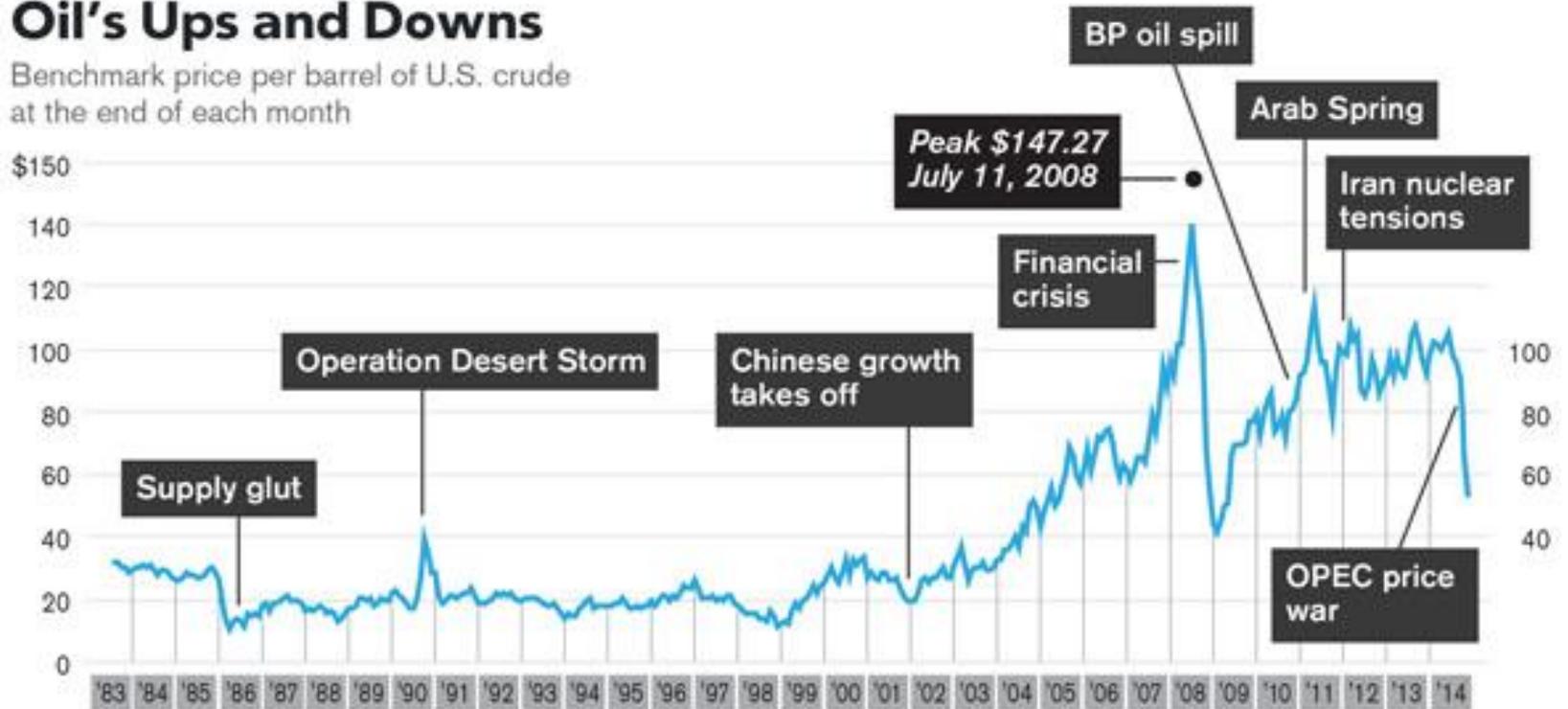


WHAT YOU SHOULD FOCUS ON

# BUSINESS IS LUMPY....

## Oil's Ups and Downs

Benchmark price per barrel of U.S. crude at the end of each month



# AND YOU CANNOT CONTROL IT



# EDGE

Breaking it down.



ENGINEER

**Internal AND external focus**

Get close to the customer...  
really close!



. Really close.



DOCTOR

**Be a Ninja for Simplicity &**



Deepwater Horizon  
(Just before it collapsed)



# GARDNER

**Grow Value | Lower Risk | Eliminate  
Weeds/Waste**



Make it a tall non fat, safe, reliable,  
valuable, and integrated organization.  
(Hold the whip, please.)



**ENTRE/INTRA-PRENEUR**  
**Innovate | Drive Change |**  
**Disrupt**

# **DREAMERS WHO DO**

Intrapreneurs take the initiative, often on their own, to create new products, processes, policies, and services for their organization, while still abiding by its mission, values and objectives.

# THE INNOVATION TEST (2-3 questions)

Will this harm anyone?

Will this put us in  
jail?

**Q/A**



London

Dubai

Houston

Singapore

hello world.

